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Role of Live E-Commerce on Consumer Purchase Intentions

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Abstract

Purpose: One of the many ways that e-commerce allows shops to use live video to promote products in real time is live streaming. Theoretical structure: Perceived value and trust received are important factors of cognitive response showing interaction with external stimuli in the context of online purchasing study. Approach, methodology, and design: In the end, it influences the customers' information-seeking behaviour and helps the business create long-term profits by providing information and enabling synchronous information exchange between the online viewer (consumer) and the Internet celebrity. China has set the standard for innovation in internet commerce worldwide, from live broadcasting to cutting-edge purchasing. Results: For live commerce, social engagement, entertainment, and buy intent were found to be positively correlated. However, no relationship between purchase intent and professionalisation or visualisation was found. During live streaming, entertainment has the most influence on viewers' intention to purchase. Research, Practical, and Social Implications: With the quick advancement of contactless communication, it is projected that the live-streaming e-commerce sector will keep expanding. E-commerce that is live-streamed transcends the traditional notion of solely selling products or services. Originality/value: This study can be used as a standard by future academics and business experts to boost viewers' propensity to make a purchase while live streaming.

Introduction

A customer-friendly and appealing atmosphere is provided via the direct transmission of e-commerce (Hilvert-Bruce et al., 2018). Customers can express their opinions in real time through e-commerce direct streaming, in contrast to traditional e-commerce, which is mostly centred on text and graphics and uses anchors to provide product information in an honest and user-friendly manner. As a result, a lot of customers are more eager to learn about goods and services via traditional e-commerce, which transmits information directly to consumers (Ho & Rajadurai, 2020). In China, direct streaming e-commerce has expanded. In order to influence consumers' purchasing decisions and the most recent transactions between buyers and sellers, it either provides users with commodity-related video material or blends the live video streaming experience with online shopping. Direct e-commerce is now a significant retail e-commerce model due to the growth of e-commerce and the extensive use of the Internet. Recently, a working form for direct streaming e-commerce was built by Taobao Live, Red Book, Tik Tok, and other Chinese e-commerce retail platforms. One obvious example of a direct streaming e-commerce product is Taobao (Wang et al., 2021). Buyers, merchants, and monitors are the three categories of users in Taobao's direct transmission zone. Sellers of goods and services who wish to boost their revenue and establish their brand are known as merchants. Streamers assist retailers in promoting brands and selling goods and services by providing live video streaming. Marketers may be streamers. Customers are knowledgeable. Customers will cover their gaming and shopping needs by watching live videos (Guo et al., 2021).

Streamer suggestions, customer mentions, discounts, emotional boosts, and other factors might increase consumer demand, encourage purchase motivation, and elicit buying behaviour in the consumption process of direct streaming e-commerce (Xu et al., 2022). Therefore, retailers should consider how to create effective marketing campaigns, encourage customers to make impulsive purchases, and persuade the buyer and seller to complete the transaction. The majority of current studies on impulsive buying concentrate on conventional e-commerce (Lu & Chen, 2021). The prior research indicates that impulsive purchases might be influenced by both internal and external variables. Internal factors include things like demographics and personal characteristics. Customer-specific circumstances, such as product, place, time, interaction, etc., are referred to as external elements, or parts of the situation (Ma et al., 2022).

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The industry has paid close attention to earlier research on the reasons why e-commerce customers watch live streaming, why they share information with other live streaming users, and why they engage in "gift brushing" (Zhang et al., 2019). One important component of live streaming for e-commerce is the backdrop. Research on the significance of the live streaming backdrop environment for e-commerce is still lacking. When Park et al. (2015) examined marketing for physical establishments, they discovered that a successful combination of the product and the environment could influence customers to make a purchase. The stimulus-organic-response (SOR) theory and extensive study on customers' cognitive and emotional reactions led Parboteeah et al. (2009) to conclude that a well-designed website background positively affects visitors' propensity to buy. Chi (2018) The robustness and adaptability of the web's foundation demonstrated that consumers' decisions to buy were influenced by both cognitive and affective factors. No analysis has been done on how customers affect direct e-commerce transmission. This article's goals are to examine the effects of significant e-commerce direct streaming adjustments on consumers' purchase intentions as well as their emotional and cognitive reactions to this direct transmission.

Background of Study

In the direct broadcast for e-commerce, the background, anchors, and products are all shown on screen at the same time. The significance of adjusting a product to its surroundings is demonstrated by a recent study (Shang et al., 2023). According to discussions in the field of advertising selling research, how well embedded advertising blends into its background may have an impact on consumers' comprehension of the content of ads (Shang et al., 2023). When consumers make purchases online, a product type that isn't appropriate for the setting could erode their trust and have a detrimental effect on their intents to make a purchase (Shang et al., 2023). If anchors and products are well matched, customers may be able to recognise anchors and have their buy intents positively influenced when live-streaming shopping (McCormick, 2016). Customers may believe that the anchor is being used for profit if the product and the anchor do not work well together. As a result, they form unfavourable judgements about the anchor, which could influence their purchasing decision. As a result, the product, the anchor, and the direct transmission fund all coincide, which influences consumers' intents to buy (Park & Lin, 2020). This study makes significant progress in the design of the direct transmission of electronic commerce by analysing the adjustment of the product fund (henceforth referred to as the adjustment of the product fund) and the adjustment of anchored funds in the purchase intentions of consumers (henceforth referred to as the anchored adjustment).

Live Streaming E-Commerce Quality

According to Cai et al. (2018), "e-commerce lives transmission" refers to transactions that involve genuine social connections. There are two types of direct streaming transactions: those that are added to social media platforms and those that are only available on e-commerce platforms. Customers are gradually integrating direct streaming into their everyday shopping habits, with the majority of them having direct streaming experiences on both platforms and directly streaming e-commerce on social networking platforms (Kwai, Tiktok, etc.) and e-commerce platforms (JD, Taobao, etc.). In order to provide customers a sense of immersion, presence, or reality that influences their buy intentions, these two forms of e-commerce direct streaming essentially create a virtual shopping environment (Sun et al., 2019). Both platforms' background screens make it challenging to distinguish between them. As a result, social media and e-commerce platforms are included in the direct transmission objects of e-commerce that are examined and assessed here.

Methodology

Direct transmission is used in the fields of internet business, product promotion and sales, and social e-commerce development. Social e-commerce is likewise understudied, despite the fact that direct-streaming e-commerce has relatively little published research on it. By removing the barrier to communication between consumers and companies, direct streaming combines performance and brand marketing with the goal of boosting short-term sales to boost corporate marketing effectiveness (Dong et al., 2022). Ji et al. (2022) distinguished the majority of the research in the quality dimension based on the division of the

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quality characteristics of information systems into three categories: system quality (SQ), information quality (IQ), and quality of service (SEQ). According to Chen et al. (2020), these three traits have a big impact on how individuals view and utilise technology when they shop online. Depending on the goals of the study, a variety of concepts and metrics are employed to assess the quality of online purchases; nevertheless, the majority of studies utilise the terms IQ, SQ, and SEQ to denote quality (Brown & Jayakody, 2008). These three elements have led to the extension or variation of quality ideas and several social e-commerce indicators (Chen et al., 2020).

According to Rita et al. (2019), facility quality refers to a metric that is customised to customer expectations, but it also refers to the delivery of a strong service to satisfy customer expectations. These three characteristics significantly influence how people perceive and use technology when they shop online, claim Chen et al. (2020). A range of ideas and metrics are used to evaluate the quality of online purchases, depending on the study's objectives; nevertheless, most studies use the terms IQ, SQ, and SEQ to indicate quality (Brown & Jayakody, 2008). According to Chen et al. (2020), these three factors have resulted in the expansion or modification of quality concepts and a number of social e-commerce indicators. Rita et al. (2019) define facility quality as a metric that is tailored to the needs of the client and also refers to providing a high-quality service to meet those needs.

Live Streaming Background Fitting as an Environmental Stimulus in Purchases

Numerous studies have shown that a customer's past purchases as well as the relevant marketing environment may influence their propensity to buy. For example, Shang et al. (2023) suggested that consumers' perceptions of specific items may be influenced by the creative design of advertising. It has been demonstrated that the marketing strategy and store design have some influence on customers' purchase intentions when they shop in physical stores (Shang et al., 2023). The appearance of physical businesses often influences customers' contentment, loyalty, and propensity to buy. In an online setting, human-computer interaction also makes it possible for users to connect with objects. Both the features of the products and the online shopping environment have an impact on customers' purchasing intentions (Parboteeah et al., 2009). Having visually appealing page designs may encourage people to visit the website more frequently and increase their propensity to peruse and buy items there. Compared to well-designed websites, properly chaotic websites are more likely to encourage customers to make purchases (Chi, 2018).

Result and Discussion

The backdrop of live streaming is the focal point of the biggest e-commerce streaming content that interacts with and views customers. Customers' intentions to buy are influenced by the backdrop characteristics of the live streaming studio, which may be very intuitive, in addition to the anchor or product aspects. In addition to efficiently assisting clients in locating the goods or information they require, a bustling shopping environment may entice them to stay longer (Zheng et al., 2019). For example, an increasing number of fruit growers are opting to broadcast live from their orchards, allowing viewers to observe the current state of the orchards and discover which fruits the presenters believe are the best. Customers may also find shopping more pleasurable in a store environment that is easy to utilise (Shang et al., 2023). For example, e-commerce live streaming at a bakery gave customers the opportunity to watch the bread-making process and increased their trust in the quality of the product.

Direct streaming technology is currently bringing with it both new possibilities and difficulties for e-commerce marketing strategy. According to earlier market study, enhancing a product's marketing environment might result in better consumer experiences (Hu & Chaudhry, 2020). According to this perspective, customers' shopping experiences can be enhanced if the products offered in a direct stream fund and an e-commerce streaming stream are a good option, which helps to promote purchasing habits. Influencers can win the audience's trust by offering recommendations in a more palatable setting (Xu et al., 2020). Thus, the environment can alter how customers' purchasing intentions are impacted by influencer recommendations. The audience's purchasing patterns should be positively impacted when the presenter

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selects a live broadcast background that is more appropriate for the image (for instance, a real-life sales scenario connected to the presenter's image).

Cognitive and Affective Responses

Chang et al. (2023) claim that interactions between customers and online retailers evoke both affective and cognitive feelings in addition to explicitly communicating e-commerce. The mental processes that take place when an individual interacts with different stimuli are referred to as cognitive reaction to stimuli (Li et al., 2022). It examines, among other things, how customers pick and decide to purchase numerous studies to send information directly to the competitors and how they impact a direct distribution study with product information. Perceived value and trust received are important factors of cognitive response expressing interaction with external stimuli in the context of online buying research (Meng et al., 2021). A measure that may meet the needs of customers is referred to as an article or service (Wongsunopparat & Deng, 2002). According to the majority of customers, e-commerce direct streaming may greatly enhance the capacity to make effective purchases (Huang & Suo, 2021). A particular study found that e-commerce direct streaming reduced time, money, and energy while increasing consumers' sense of value (Lee & Chen, 2021). According to Xu et al. (2020), this is the attitude or confidence that people have in the abilities and expertise of others. According to Xu et al. (2020), e-commerce direct streaming has special benefits in terms of visibility, responsiveness, and authenticity that can allay worries about product quality and seller identification. Customers would therefore be more confident in the anchors' product information and marketing tactics in a direct flow setting.

Emotional responses are a person's affective reactions to their surroundings (Xu et al., 2019). Numerous research have employed the well-known emotional component of perceived pleasure in relation to this. According to Lin et al. (2022), perceived pleasure is the level of satisfaction or pleasure an individual experiences. A previous study (Sarah et al., 2021) looked at the effect of the online situational design on users' emotional states. Users report feeling more satisfied while completing purchases online because of the stimulation the website offers (Sarah et al., 2021). Customers are happier when a website page is more attractively created, claim Zuo & Xiao (2021).

Purchase Intention

Purchase intention (PI) is a sort of behaviour that describes a customer's disposition to buy goods and facilities, or more specifically, their likelihood to do so. Future behaviour is likely to be influenced by one's attitudes and beliefs regarding a specific product (Lu et al., 2010). According to Konuk (2018), consumers are those who are thinking about buying specific products and who have positive opinions and thoughts about them (Lu et al., 2010). Konuk (2018) provided an illustration of how PI impacts a company's performance. The PI, a strategy for the customer's purchasing behaviour, is the result of developing attitudes and principles based on the consumer's anticipated behaviour. . The PI is a behavioural and psychological tendency that develops in accordance with personal norms and attitudes. Intellectual property is created by a consumer's mindset, which leads to ingrained behaviours like the desire to promote a product to other customers and the intention to make a later purchase. Businesses use a range of experiences and data on a variety of goods and services that reflect customer demand in order to anticipate market situations, identify consumers' PI in advance, and encourage purchases. Due to its benefits, live streaming e-commerce in particular allows customers to make purchases through a range of retail channels and promotions based on demand, and it contains information about many customers' personally identifiable information (PI) (Lu et al., 2010).

When consumers are having too much pleasure to resist, they make impulsive purchases (Sin et al., 2012). Because they are so excited to get a certain item that they neglect to carefully consider their options, customers commonly make impulsive purchases. According to a 2021 study by Huang and Suo on the particular situational elements that do so, there are six primary situational aspects that affect customer behaviour: psychology, environment, marketing, time, material, and interaction. In their study, state variables were defined as an individual's particular psychological traits. Customers' impulsive purchases are positively impacted by marketing campaigns and website design (Zhao et al., 2022). The quantity and quality

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of internet reviews positively influence consumers' impulsive purchasing behaviour, claim Abdelsalam et al. (2020). Consumers may be influenced to make impulsive purchases by marketing stimuli such as ads, background music, scents, and store design (Abdelsalam et al., 2020). Additionally, impulsivity, hedonism, excitement, and loss of control are characteristics that are strongly linked to consumers' impulsive purchasing behaviour. Marketing, website quality, oral shelf, product input, and other features are the main factors influencing consumer purchasing behaviour in traditional e-commerce transactions (Huang & Suo, 2021). They have a significant influence on consumers' impulsive purchasing behaviour in direct streaming e-commerce, an e-commerce paradigm that is expanding on the basis of traditional e-commerce. Furthermore, it is clear that direct streaming e-commerce provides more regular interpersonal relationships, better promotional activities, and a rational product visualisation. Thus, direct e-commerce provides more opportunities to encourage customers to make impulsive purchases than traditional e-commerce (Huang & Suo, 2021). In direct rationalisation e-commerce, the following elements influence consumer purchase intent:

Live Streaming Background Fitting and Perceived Trust

The marketing industry continues to place a great deal of emphasis on the buying experience, which influences how reliable customers view companies (Shang et al., 2023). Businesses typically change the background of their physical shopfronts to enhance the way their products are displayed (Park et al., 2015). Compared to in-person transactions, internet purchases expose customers to greater product uncertainty and purchasing risk (Thakur, 2018). By creating more aesthetically pleasing homepage experiences, online retailers increase the credibility of their websites and the trust that consumers have in them (Harris & Goode, 2004). Shang et al. (2023) claim that consumer trust and trade acceptance might be impacted by compatibility between the product category in the advertisement and the internet environment. E-commerce direct streaming preserves the urgency of online shopping even though it can replicate actual shopping scenarios. Therefore, it is anticipated that an e-commerce direct streaming study will relate customers' views of confidence to the products on sale. It has not yet been examined how product backdrop adjustments affect client confidence when e-commerce is transmitted directly.

Customers can recognise an advertisement if they see pictures of performers in the store that capture the spirit of the scene (Markoska, 2021). External influencer image designs in influencer marketing boost consumer trust and purchase intent, claim Argyris et al. (2021). To win their audience's approval and trust, online influencers employ visual harmony in their broadcast materials (such as pictures and videos) (Argyris et al., 2020). As a result, when an anchor image is better suited to the background of direct transmission, it can increase customers' trust and encourage them to engage in e-commerce directly. As a result, prior research has demonstrated that anchor bottom adjustment improves consumers' capacity to depend on e-commerce direct streaming.

Live Streaming Background Fitting and Perceived Value

Two significant elements of consumers' perceived value when they shop online are utilitarian value and hedonistic value, per a previous study (e.g., Mosunmola et al., 2018) (Mastana et al., 2023). In contrast to "hedonic value," which describes an emotional experience associated with buying entertainment, "utilitarian value" of online shopping refers to the extent to which the product or service offers customers the expected utility (e.g., saving money, time, or energy). Singh et al. (2021) observed that when it comes to online buying, customers' intents and behaviours are more strongly correlated with utilitarian and hedonic values. As a result, consumers are more likely to base their decisions to buy on practical considerations (Saktia et al., 2023).

Kang et al. (2021) claim that receiving more information improves customer perceptions of value while lowering the cost of time and effort associated with purchases. A prior study found that the way a product interacts with its surroundings can positively affect how buyers perceive the product's quality and information (Kang et al., 2021). Product information marketing is aided by the placement of products in suitable advertising contexts (Wongkitrungrueng et al., 2020). This implies that consumers may view product information as more important when e-commerce direct streaming displays content that deviates

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from a suitable direct streaming backdrop. Fewer research have been done on the direct transmission of e-commerce than on the background environment and value received, which primarily focused on routine purchases. It is suggested that by making the background and objects more appropriate, the informative printing will improve the value of customers in the direct transfer of electronic commerce.

Exposure to cognitively incompatible content can cause cognitive dissonance in people (Harmon-Jones & Harmon-Jones, 2012), which can influence how individuals view value (Liu & Pan, 2021). Customers' perceptions of value are claimed to be impacted in different ways by the anchor's identification and persuasion approach (Yang et al., 2022). Experts use terms with absolute meanings, such as "first" and "patent," more skilfully than normal anchors, which may increase their perceived value to clients. However, current research tends to focus on how the anchor affects customers' perceptions of worth, ignoring the influence of background elements. For instance, using an orchard as a direct transmission background instead of a study can align with customers' cognitive processes, which can positively affect the perception of value when a fruit producer does a direct transmission, according to cognitive dissonance theory. Consequently, it is anticipated that a successful anchor fund match will enhance customers' perceptions of value. (Yang and others, 2022).

Perceived Pleasure and Purchase Intention

Purchase intentions are quick and stimulus-based because of emotional reactions (Lu and Su, 2009). Customers' happiness and delight while perusing the typical department stores positively impact their propensity to purchase. Park et al. (2005) provided more proof that pleasure has a favourable effect on buying intentions. Online shoppers' positive purchase intentions were boosted by the web's appealing interfaces, which in turn generated feelings (informed plazer) (Park et al., 2005). Furthermore, the intensity of the image or video's content can depress consumers and make them more likely to make a purchase (Ruiz-Mafe et al., 2018). As a result, it is expected that the right anchor background adaption and product essence adjustment in the direct transmission of e-commerce will boost consumer satisfaction and encourage buy intents of these favourable feelings. A number of scholars have examined how consumers' plans for both traditional and online purchases are influenced by the pleasure they get. When the backdrop environment is considered in the context of direct e-commerce transmission, consumers create brand loyalty, which raises buy intentions. In 2018, Ruiz-Mafe et al.

Conclusion and Suggestions

The quality evaluation element of direct transmission e-commerce is defined in this publication, which has not gotten enough study attention. The empirical study concludes that enhancements in direct e-commerce quality will promote the development of trust, which will influence buy intent. This demonstrates that businesses using direct marketing need to focus more on telepresence and social presence, as well as the quality of information, systems, and services. The correctness and completeness of the e-commerce data used, the system's dependability, and the service's speed and responsiveness are some of the factors that affect the quality of the direct transmission. To improve the customer's understanding of the items, the streamer should try to learn as much as they can about them, promote their advantages, and present them in an understandable manner. Although there was no association between purchase intention and professionalisation or visualisation, the data did demonstrate a favourable relationship between social engagement, entertainment, and intention to buy direct commerce. Recommendations: It is hoped that future academics and business executives would be able to encourage the purchase of viewers in direct broadcasting, as entertainment is the strongest effect on this medium.

Conflict of Interest

The author decalres that there is no conflict of interest.

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